



Hometown Holidays Sponsorship Opportunities

Contact:
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City of
Rockville
Get Into It

www.rockvillemd.gov/events

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Rockville Events Sponsorship Opportunities

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Letter from the City Manager

Dear Past, Present and Potential Sponsors,

Welcome to Rockville, which is one of the most vibrant communities in the Washington, D.C., region.

Part of what makes Rockville such a wonderful community is the wealth of recreational and cultural events the city's Department of Recreation and Parks hosts each year. Our staff works diligently to provide top quality events that celebrate life in the city, while connecting family and friends.

Each year, we work to continue the traditions people have grown to love about our events and still give them something new when they return year after year. More than 150,000 people are estimated to attend events that Rockville will host in 2016. Rockville is home to more than 63,000 people with a median household income of \$97,000.

2016

Rockville's location in Montgomery County and close-in proximity to Washington, D.C., help to give the city regional recognition.

The city's diverse population is active, educated and loyal. Sponsors of events in Rockville will benefit from their exposure in a community that ranks among the most highly educated and the highest income earners in the nation.

Please take the time to review this packet and explore our events. Our staff is ready to answer any questions you may have about sponsorship opportunities.

We look forward to helping you find your place in Rockville in 2016.

With warm regards,



Barbara B. Matthews,
Rockville City Manager



Did You Know...

Rockville special events bring the community together.¹

- Seventy-one percent of Rockville's population attended a city-sponsored special event in 2014.
- Eighty-six percent rated the quality of city-sponsored special events at "good" or "excellent."

Rockville is a highly-educated community.²

- Sixty-one percent of Rockville residents, 25 years and older, have at least a bachelor's degree, and 36 percent have a graduate or professional degree.

Rockville's household and economic trends are above the national average.²

- Rockville's median household income is \$97,667, which is 84 percent higher than the national average and 34 percent higher than Maryland.

Rockville is rich in ethnic and cultural diversity.¹

- Sixty-six percent of the city's population are non-Hispanic white; 25 percent are Asian/Pacific Islander; 13 percent are Hispanic; two percent are American Indian or Alaskan Native; and 5 percent are African American.*

Rockville is close to the action.

- The city is located just 15 miles northwest of Washington, D.C.
- Rockville is centrally located with easy access to Interstate 270 and the Metro Red Line allowing easy access for residents and visitors.

¹ 2014 City of Rockville Community Survey

² American Community Survey (ACS) 2008-2012

* Total may exceed 100 percent as respondents could select more than one answer.



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Hometown Holidays – Saturday, May 28 and Sunday, May 29

Hometown Holidays (HTH) is Rockville's signature event featuring live entertainment from local, regional and national performers. This unofficial kickoff to summer draws a crowd of 60,000 over Memorial Day weekend and offers fun for everyone.

Sponsorship Levels

Major Sponsor: \$7,500

- Naming rights to an onsite music stage
- Sponsor-provided banner to be displayed on an entertainment stage as well as two additional displayed on grounds
- Company logo and name featured on various print materials
- Company logo and name featured on the HTH web page
- Company logo featured on the HTH onsite guide
- A minimum of four (4) mentions on the HTH Facebook and Twitter
- City-provided onsite booth space, 10'x10' with a table and two chairs
- 12 passes to the sponsors and officials area on Saturday
- 60 "Taste of Rockville" tickets

Benefactor: \$5,000

- Two sponsor-provided banners to be displayed on grounds
- Company logo and name featured on various print materials
- Company logo and name featured on the HTH web page
- Company logo featured on the HTH onsite guide
- A minimum of two (2) mentions on the HTH Facebook and Twitter
- City-provided onsite booth space, 10'x10' with a table and two chairs
- 8 passes to the sponsors and officials area on Saturday
- 40 "Taste of Rockville" tickets

Patron: \$2,000

- Company name featured on various print materials
- Company name featured on the HTH web page
- Company name featured on the HTH onsite guide
- A minimum of two (2) mentions on the HTH Facebook and Twitter
- City-provided onsite booth space, 10'x10' with a table and two chairs
- 4 passes to the sponsors and officials area on Saturday
- 20 "Taste of Rockville" tickets

EVENT SNAPSHOT

Annual website views: 90,000

Press release views: 1,200

Video views: 1,242

Facebook page likes: 3,500

Approx. attendees: 60,000

Website: www.rockvillemd.gov/hth

Facebook: www.facebook.com/RockvilleHometownHolidays



2016 Event Sponsorship Application

Please print or type all information clearly.

Business _____ Contact Name _____

Type of Business _____

Address _____ City _____ State _____ ZIP _____

Work Phone _____ Cell Phone _____

Email _____ Website _____

Facebook Web Address _____

Additional Contact Name _____ Phone _____

Thank you for sponsoring a City of Rockville Special Event(s).

Please indicate the event(s) you're interested in getting involved in and at what sponsorship level.

Hometown Holidays May 28 and 29, 2016

☐ Major Sponsor (\$7,500)

☐ Benefactor (\$5,000)

☐ Patron (\$2,000)

Will you need electricity? ☐ Yes ☐ No

Who recruited you to sponsor Hometown Holidays?

☐ City of Rockville

☐ Rockville Chamber of Commerce/
Community Ministries of Rockville

☐ Other: _____

APPLICATION DEADLINE

Submit application at least 6 weeks prior to event.

SUBMIT APPLICATION

Submit this application by either email or mail.

QUESTIONS ABOUT SPONSORSHIP OPPORTUNITIES, CONTACT:

Colleen McQuitty, Special Events Manager
240.314.8606
cmcquitty@rockvillemd.gov

MAILING ADDRESS

City of Rockville
Special Events Manager
111 Maryland Ave.
Rockville, MD 20850

APPLICATION PROCESS

- Once you submit this application, the Special Events Manager will contact you within a day or two.
- The Special Events Manager will email you a Memorandum of Understanding, Invoice and City of Rockville W-9.
- Detailed information about each event is either emailed or mailed 3 weeks prior to each event.

Comments/Special Request: _____

